WHAT IS CLAIMED IS:

1.   A method for establishing a data connection in a wireless data services network, said method comprising:

receiving a signal requesting a data connection with a particular wireless client by a content server;

transmitting a signal to the wireless client causing the wireless client to request a data connection with the content server;

receiving a signal from a node, said signal embedded with an address associated with the wireless client; and

transmitting the address towards the content server.

2.   The method of claim 1, wherein receiving the signal requesting a data connection further comprises:

receiving the signal requesting the data connection from a content enabler, wherein the content enabler receives the signal requesting the data connection from the content server.

3.   The method of claim 1, wherein transmitting a signal to the wireless client comprises transmitting a Request PDP Activation signal to the wireless client.

4.   The method of claim 1, wherein transmitting a signal to the wireless client further comprises determining a base station serving the wireless client.

5.   The method of claim 1, wherein receiving a signal from a node further comprises receiving an Activate PDP Accept signal from a Serving General Packet Radio Services Support Node (SGSN) embedded with an Internet Protocol (IP) Address.

6.   The method of claim 1, wherein transmitting the address towards the content server, further comprises transmitting the address to a content enabler, wherein the content enabler transmits the address to the content server.

7.   A wireless for establishing data connections in
a wireless data services network, said method comprising:

at least one upstream port for receiving signals
requesting data connections with particular wireless

5   clients by content servers and transmitting addresses
associated with the wireless clients towards the content

servers; and

at least one downstream port for transmitting
signals to wireless clients, said signal causing the

10   wireless clients to request data connections with the

content servers;

wherein the upstream port receives signals embedded
with the addresses associated with the wireless clients

from a node.

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8.   The wireless content switch of claim 7, further
comprising:

a memory for storing a wireless client table
comprising a plurality of records, wherein each of said

20   records is associated with a particular wireless client and
further comprise:

a wireless client indicator for identifying the
particular wireless client associated with the record; and

a content enabler indicator for identifying a particular content enabler associated with a particular content server requesting the data connection with the particular wireless client.

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9.   The wireless content switch of claim 8, wherein the upstream port transmits the address associated with a particular wireless client to the content enabler identified by the content enabler indicator in the record associated with the particular wireless client.

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10.   The wireless content switch of claim 8, wherein the wireless client identifier comprises an International Mobile Subscriber Identifier.

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11.   The wireless content switch of claim 8, wherein the wireless client identifier comprises a mobile station international subscriber directory number.

20   12.   The wireless content switch of claim 8, wherein each of the records further comprise:

a base station system identifier identifying the
base station system serving the wireless client associated
with the record.

5   13.   The wireless content switch of claim 12,
wherein the at least one downstream port transmits signals
to the wireless clients via the base station system
identified by the base station identifier in the record
associated with the wireless client.